IN THE CLAIMS:

This listing of claims will replace all prior versions, and listings, of claims in the application:

1.   (Currently Amended) A method for managing customer and product information over a network using a multi-functional customer relationship management tool, comprising:

generating a customer database including customer records, wherein each customer record tracks a customer;

generating a product database including product records, wherein each product record tracks a product;

creating a plurality of modules for use in the multi-functional customer relationship management tool, wherein each module which allows specific access and manipulation of the customer and product databases;

receiving a contact from a customer through a telephone call or by an email;

accessing at least one of the plurality of modules in the multi-functional customer relationship management tool to allow a client representative to track review previous customer contacts with the customer, product information and servicing information associated with the customer; and

allowing the client representative to update updating the customer database from information received from the customer to add or modify a specific customer record indicating logging the customer contact and recording any new product or warranty purchase information, service request, return merchandise request, or complaint about the customer using one of the plurality of modules;

updating the product database from information received from a client to add or modify a specific product record indicating product and inventory information about the product using one of the plurality of modules; and

providing product and customer record information in the database to a requesting client representative using one of the plurality of modules.

2

2.   (Currently Amended) The method of claim 1, ~~wherein the requesting client representative is a member of a set of client representatives comprising a client representative, a repair facility representative, a call center representative, and a warehouse representative and~~ wherein the plurality of modules ~~are~~ available to the client representative include at least ~~two~~ four members of a set of modules comprising a customer interaction module, a return merchandise management module, a warranty administration module, an e-mail module, an inventory management module, a reporting system module and a credit card processing module.

3.   (Currently Amended) The method of claim 1, wherein the step of updating the customer database further ~~comprising~~ comprises:
        transmitting over the network an input page in which the client representative enters data to update the customer database.

4.   (Currently Amended) The method of claim 1, wherein the step of tracking previous customer contacts further ~~comprising~~ comprises:
        transmitting over the network an input page in which the client representative enters search information to request customer record information from the customer database;
        receiving the input page transmitted by the client representative including a request for customer record information;
        generating an information page including customer record information for the customer record specified in the received input page; and
        transmitting the information page to the requesting client representative over the network.

5.   (Cancelled)

6.   (Cancelled)

3

7.   (Currently Amended) The method of claim 1 <u>wherein the step of allowing the</u>
<u>client representative to update the customer database,</u> further ~~comprising~~ <u>comprises</u>:

~~tracking information about each contact with the customer;~~

providing problem and solution codes to be selected by the client representative; and

recording any additions or modifications in either the customer or product record <u>using</u>
<u>the problem and solution codes</u>

~~wherein the client representative has access to all customer contact information including~~
~~prior purchases and prior contacts with the customer.~~

8.   (Previously Presented) The method of claim 7, wherein the contact with the
customer is by c-mail and an email module is used to respond back to the customer, wherein the
c-mail module scans the e-mail for key words and categorizes the email for appropriate response
using predetermined problem and solution codes and e-mail templates are used to form a
response back to the customer.

9.   (Original) The method of claim 1, further comprising:

interlinking with a front-end GUI to display the product image and information over the
network;

processing a payment for a purchase of the product or an extended warranty from the
information stored in the customer record;

updating the customer and product records to account for the purchase of the product; and

updating the customer record to account for the purchase of the extended warranty.

· 10. (Cancelled)

11.   (Previously Presented) The method of claim 1 wherein the client representative is
a repair facility representative, further comprising:

accessing a return merchandise management module; and

producing a printable sheet with a bar code identifying a returned product using a
commercial bar code font to code the bar code.

4

12. (Original) The method of claim 9, further comprising:

producing a printable sheet with information on the purchase of the product.

13. (Original) The method of claim 1, further comprising:

producing a report based on information from the customer and product records.

14. (Original) The method of claim 1, further comprising:

interlinking a third party shipping software with the product database;

updating the product database from information received from the third party shipping software to add or modify a specific product record indicating shipping information about the product.

5

15.   (Currently Amended) A system for managing customer and product information over a network using a multi-functional customer relationship management tool, comprising:

means for generating a customer database including customer records, wherein each customer record tracks a customer;

means for generating a product database including product records, wherein each product record tracks a product;

means for creating a plurality of modules for use in the multi-functional customer relationship management tool, wherein each module which allows specific access and manipulation of the customer and product databases;

means for receiving a contact from a customer through a telephone call or by an email;

means for accessing at least one of the plurality of modules in the multi-functional customer relationship management tool to allow a client representative to track review previous customer contacts with the customer, product information and servicing information associated with the customer; and

means for allowing the client representative to update updating the customer database from information received from the customer to add or modify a specific customer record indicating logging the customer contact and recording any new product or warranty purchase information, service request, return merchandise request, or complaint about the customer using one of the plurality of modules;

means for updating the product database from information received from a client to add or modify a specific product record indicating product and inventory information about the product using one of the plurality of modules; and

means for providing product and customer record information in the database to a requesting client representative using one of the plurality of modules.

6

16.   (Currently Amended) The system of claim 15, ~~wherein the requesting client representative is a member of a set of client representatives comprising a client, a repair facility representative, a call center representative, and a warehouse representative and~~ wherein the plurality of modules ~~are~~ <u>available to the client representative</u> include at least ~~two~~ <u>four</u> members of a set of modules comprising a customer interaction module, a return merchandise management module, a warranty administration module, an e-mail module, an inventory management module, a reporting system module and a credit card processing module.

17.   (Currently Amended) The system of claim 15, <u>wherein the means for updating the customer database</u> further ~~comprising~~ <u>comprises</u>:

means for transmitting over the network an input page in which the client representative enters data to update the customer database.

18.   (Currently Amended) The system of claim 15, <u>wherein the means for tracking previous customer contacts</u> further ~~comprising~~ <u>comprises</u>:

means for transmitting over the network an input page in which the client representative enters search information to request customer record information from the customer database;

means for receiving the input page transmitted by the client representative including a request for customer record information;

means for generating an information page including customer record information for the customer record specified in the received input page; and

means for transmitting the information page to the requesting client representative over the network.

19.   (Cancelled)

20.   (Cancelled)

7

21.   (Currently Amended) The system of claim 15, <u>wherein the means for allowing</u> <u>the client representative to update the customer database</u> further ~~comprising~~ <u>comprises</u>:

~~means for tracking information about each contact with the customer;~~

means for providing problem and solution codes to be selected by the client representative; and

means for recording any additions or modifications in either the customer or product record <u>using the problem and solution codes</u>

~~wherein the client representative has access to all customer contact information including~~ ~~prior purchases and prior contacts with the customer.~~

22.   (Previously Presented) The system of claim 20, wherein the contact with the customer is by e-mail and an email module is used to respond back to the customer, wherein the e-mail module scans the e-mail for key words and categorizes the email for appropriate response using predetermined problem and solution codes and e-mail templates are used to form a response back to the customer.

23.   (Original) The system of claim 15, further comprising:

means for interlinking with a front-end GUI to display the product image and information over the network;

means for processing a payment for a purchase of the product or an extended warranty from the information stored in the customer record;

means for updating the customer and product records to account for the purchase of the product; and

means for updating the customer record to account for the purchase of the extended warranty.

24.   (Cancelled)

8

25.   (Previously Presented) The system of claim 15, wherein the client representative
is a repair facility representative further comprising:

means for accessing a return merchandise management module; and

means for producing a printable sheet with a bar code identifying a returned product
using a commercial bar code font to code the bar code.

26.   (Original) The system of claim 23, further comprising:

means for producing a printable sheet with information on the purchase of the product.

27.   (Original) The system of claim 15, further comprising:

means for producing a report based on information from the customer and product
records.

28.   (Original) The system of claim 15, further comprising:

means for interlinking a third party shipping software with the product database;

means for updating the product database from information received from the third party
shipping software to add or modify a specific product record indicating shipping information
about the product.

9

29.   (Currently Amended) A program for managing customer and product information over a network using a multi-functional customer relationship management tool comprising a computer usable media including at least one computer program embedded therein that is capable or causing at least one computer to perform:

generating a customer database including customer records, wherein each customer record tracks a customer;

generating a product database including product records, wherein each product record tracks a product;

creating a plurality of modules for use in the multi-functional customer relationship management tool, wherein each module which allows specific access and manipulation of the customer and product databases;

receiving a contact from a customer through a telephone call or by an email;

accessing at least one of the plurality of modules in the multi-functional customer relationship management tool to allow a client representative to track review previous customer contacts with the customer, product information and servicing information associated with the customer; and

allowing the client representative to update updating the customer database from information received from the customer to add or modify a specific customer record indicating logging the customer contact and recording any new product or warranty purchase information, service request, return merchandise request, or complaint about the customer using one of the plurality of modules;

updating the product database from information received from a client to add or modify a specific product record indicating product and inventory information about the product using one of the plurality of modules; and

providing product and customer record information in the database to a requesting client representative using one of the plurality of modules.

10

30.   (Amended) The program of claim 29, ~~wherein the requesting client representative is a member of a set of client representatives comprising a client representative, a repair facility representative, a call center representative, and a warehouse representative~~ and wherein the plurality of modules ~~are~~ available to the client representative include at least ~~two~~ four members of a set of modules comprising a customer interaction module, a return merchandise management module, a warranty administration module, an e-mail module, an inventory management module, a reporting system module and a credit card processing module.

31.   (Currently Amended) The program of claim 29, wherein the step of updating the customer database further ~~performing~~ performs:

transmitting over the network an input page in which the client representative enters data to update the customer database.

32.   (Currently Amended) The program of claim 29, wherein the step of tracking previous customer contacts further ~~performing~~ performs:

transmitting over the network an input page in which the client representative enters search information to request customer record information from the customer database;

receiving the input page transmitted by the client representative including a request for customer record information;

generating an information page including customer record information for the customer record specified in the received input page; and

transmitting the information page to the requesting client representative over the network.

11

33.   (Cancelled)

34.   (Cancelled)

35.   (Currently Amended) The program of claim 29 <u>wherein the step of allowing the</u>
<u>client representative to update the customer database</u>, further ~~performing~~ <u>performs</u>:
    ~~tracking information about each contact with the customer;~~
    providing problem and solution codes to be selected by the client representative; and
    recording any additions or modifications in either the customer or product record <u>using</u>
<u>the problem and solution codes</u>
    ~~wherein the client representative has access to all customer contact information including~~
~~prior purchases and prior contacts with the customer.~~

36.   (Previously Presented) The program of claim 33, wherein the contact with the
customer is by e-mail and an email module is used to respond back to the customer, wherein the
e-mail module scans the e-mail for key words and categorizes the email for appropriate response
using predetermined problem and solution codes and e-mail templates are used to form a
response back to the customer.

37.   (Original) The program of claim 29, further performing:
interlinking with a front-end GUI to display the product image and information over the
network;
    processing a payment for a purchase of the product or an extended warranty from the
information stored in the customer record;
    updating the customer and product records to account for the purchase of the product; and
    updating the customer record to account for the purchase of the extended warranty.

38.   (Cancelled)

12

39.   (Previously Presented) The program of claim 29, wherein the client representative is a repair facility representative further performing:

accessing a return merchandise management module; and

producing a printable sheet with a bar code identifying a returned product using a commercial bar code font to code the bar code.

40.   (Original) The program of claim 37, further performing:

producing a printable sheet with information on the purchase of the product.

41.   (Original) The program of claim 29, further performing:

producing a report based on information from the customer and product records.

42.   (Original) The program of claim 29, further performing:

interlinking a third party shipping software with the product database; and

updating the product database from information received from the third party shipping software to add or modify a specific product record indicating shipping information about the product.

13